Marketing:	School Year_____		Student:	Grade:

Marketing: School Year_____

Marketing Information Management

Course Code # 5017   Term:____Fall____Spring

½ Credit_____1 Credit_____2-3 Credits_____

Standards to be completed for ½ credit are identified by one asterisk(*). Additional standards to be completed for 1 credit are identified by two asterisks(**). A work-based component for 2-3 credits is identified with three asterisks (***).

Student:	Grade:
Teacher:	School:

# of Competencies in Course: ½ credit = 21, with Work-Based Learning = 25; 1 credit = 25, WWBL =29

# of Competencies Mastered:

% of Competencies Mastered:

*Standard 1.0 The student will analyze the function of marketing information management systems.

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
1.1	Examine basic components of a marketing information management system			
1.2	Investigate the concepts that are essential to marketing information management systems			
1.3	Appraise the impact of information systems on marketing and their importance to management			

*Standard 2.0 The student will examine the methods for gathering marketing information using technology.

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
2.1	Analyze common marketing uses of computers			
2.2	Inspect the social and economic effects of computers			
2.3	Explain the use of on-line marketing databases			
2.4	Examine technology trends affecting marketing research			

**Standard 3.0 The student will evaluate marketing information management systems as an approach to problem solving.

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
3.1	Experiment with a systematic approach to solving marketing problems			
3.2	Inspect the development of the marketing information management process			

**Standard 4.0 The student will relate the nature of marketing research to a marketing information management system.

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
4.1	Examine the importance of marketing research in today's competitive business environment			
4.2	Compare and contrast the techniques for conducting and analzying marketing research			

*Standard 5.0 The student will apply organizational and leadership skills.

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
5.1	Demonstrate a knowledge of DECA			
5.2	Utilize critical thinking in decision-making situations			
5.3	Identify and develop personal characteristics needed in leadership situations			

***Standard 6.0 The student will analyze how marketing information management principles are applied in a specific work-based learning experience.

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
6.1	Apply principles of marketing information management to a work-based situation			
6.2	Integrate time management principles in organizing his/her schedule to include school, work, social, and other activities			
6.3	Evaluate and apply principles of ethics as they relate to the work-based experience			
6.4	Employ the principles of safety to the work-based experience			

*Standard 7.0 The student will apply and relate other academic subject areas to marketing information management.

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
7.1	Write formally in reports, narratives, and essays			
7.2	Write informally in outlines, notes, etc.			
7.3	Speak and write using standard English (including grammar usage, punctuation, spelling, capitalization, etc.)			
7.4	Use tools in social sciences including surveys, maps and documents, and behavior analysis models			
7.5	Differentiate elements of geographical studies and analysis and their relationship to changes in society and the business environment			
7.6	Solve addition, subtraction, multiplication, and division problems and apply these operations and concepts in business			
7.7	Relate data analysis and percentages to the interpretation of data			
7.8	Examine computer application in marketing			
7.9	Discuss functions of basic pieces of computer hardware			
7.10	Formulate ideas about the future of technology in marketing			
7.11	Analyze vital statistics of a community			

Additional comments:

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